



DIFP

Department of Insurance,
Financial Institutions &
Professional Registration

JOB OPENING

TITLE: PUBLIC INFORMATION SPECIALIST I/II

LOCATION: Director's Office
Jefferson City, MO

STARTING SALARY: Public Information Specialist I \$28,596 - \$32,256 (Salary commensurate with qualifications)
Public Information Specialist II \$32,256 - \$40,212 (Salary commensurate with qualifications)

CLOSING DATE: Applications must be postmarked by May13, 2011

EXAMPLES OF WORK PERFORMED: (Duties and responsibilities may be added, deleted, or changed at any time)

An employee in this position will generate written, audio and video information for the department's websites, publications, news releases, social media and other communications. Duties include communications with consumers, news media, employees and regulated industries. Prepares news releases concerning agency programs and services. Gathers, composes, compiles, edits copy and verifies information for newsletters, brochures, internet web pages, press releases, articles, bulletins, pamphlets and other publications. Interprets and communicates agency programs to employees, special interest groups, and the general public. Meets with agency officials and attends staff meetings for the purpose of discussing activities and securing newsworthy information. Researches available material to assist in the preparation of presentations for agency officials. Operates video equipment. Assists with agency-sponsored and interagency public relations activities and special events. Employee works under administrative direction; work is reviewed in progress and upon completion.

EXAMPLES OF REQUIRED KNOWLEDGES, SKILLS, AND ABILITIES:

Strong writing, communication and computer skills are required, along with an enthusiasm for variety and flexibility in assignments. Knowledge of journalism, photography, film and video production, publication, and printing. Knowledge of news media operation for dissemination of information and maintaining good public relations. Knowledge of operating video equipment. Knowledge of marketing and advertising practices and techniques. Ability to establish and maintain working relationships with media representatives, agency officials, other employees, and the general public. Ability to communicate with special interest groups, employee groups, and the general public.

EXPERIENCE AND TRAINING QUALIFICATIONS:

A bachelor's degree with a minimum of 15 earned credit hours in one or a combination of the following: Journalism, Communications, English, Public Relations, Advertising, Marketing, or a closely related field. A bachelor's degree in journalism, communications or public relations preferred. A Public Information Specialist II must have one or more years of professional experience in public relations, advertising, marketing, film/video production and/ or journalism.

SEND COMPLETED APPLICATION FORM, RESUME, COPY OF COLLEGE TRANSCRIPTS AND WRITING SAMPLES (SUCH AS PRESS RELEASE, NEWS ARTICLE OR EDUCATIONAL MATERIAL) TO:

DIFP - Human Resources
Attn: Public Information Specialist
P.O. Box 690
Jefferson City, MO 65102

EOE: F/M/V/D